



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Special Events Committee, Lodi Lake Park

MEETING DATE: November 3, 1993

PREPARED BY: Parks and Recreation Director

RECOMMENDED ACTION: Review and approve support of special events committee for Lodi Lake events.

BACKGROUND INFORMATION: A special events committee has been formed to coordinate (2) events at Lodi Lake. The two events discussed are for Memorial Day weekend and the Fourth of July. The committee has committed to gaining corporate sponsors who will fund Gamut Productions to organize and run these events. Don Schock committed to the initial \$4,000.00 necessary to develop plans for these two events. These plans have been formulated and this information is attached for your review.

As Council is aware, the City of Lodi is under a considerable financial crunch at this time. It has fallen to the Parks and Recreation Department to develop ways to continue to serve the citizens while at the same time increase our revenues. The plans as shown are to produce activities and reduce the burden on our city coffers. In fact, these events are designed to generate money, which it is our hope we can put into the Lodi Lake revenue fund.

The format of each of these events is to present a family fun day while making it possible for both the City and non-profit organizations to generate revenue. As envisioned, these events are to be sponsored by a non-profit organization acting independently and in concert with the Parks and Recreation Department.

Funding: The Special Events Committee is asking that the City continue the same funding level and staff support as in the past. No additional funds are requested at this time.

Ron Williamson, Parks and Recreation Director

Prepared by Scott Essin, Parks Superintendent

APPROVED

THOMAS A. PETERSON
City Manager



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The
ARTS & REC
at the LAKE Festival
Memorial Weekend Festival

Theme:

ARTS & REC at the Lake

Description of the Event:

The event will begin at 10am and conclude at 7pm both Saturday and Sunday of Memorial Day Weekend at the beautiful Lodi Lake area

The Arts and Rec at the Lake Festival will be two days full of all that is good about the wonderful community of Lodi. Festivities will feature demonstrating artists under the shaded tree groves and canopied pavilions adjacent to no less than 5 non-stop entertainment stages which will feature polka, country western, jazz, oldies and kids entertainment. The event will have something for every member of the family to enjoy. In addition to the great entertainment there will be numerous food booths that will be themed with the entertainment areas.

Beach Area: In the Beach party area where *good vibration* music will rock both days we'll feature beach foods such as hot dogs, corn dogs, cotton candy, popcorn and onion rings.

Polka Pavilion: In the Polka Pavilion right at the main entrance area visitors can enjoy delicious Polish Knatwurst and Bratwurst with a frothy brew as they glide to the sounds in the polka pavilion.

Wines of Lodi: All Lodi wineries will be invited to sample their delicious varietals and show off to the community their contribution to the areas economy.

Jazz Area: Under the shaded grove just east of the main entrance will be the Michelob Jazz stage which will rock from morning til night while dishes such as Hot Links, Gumbo, Jambalaya, Crawdads and Cajun Sausage are served.

Country Western Area: A little further around the lake (take the people mover, if you don't care to walk) you'll come up to the Country Western stage area which will be accompanied by the sweet smokey smells of Sample delicious barbecue dishes including charbroiled burgers, chicken, and ribs, western art will be featured in this area as well.

Recreation Area: In the Lodi Lake the parks and recreation will feature such demonstration recreation as jet skiing wind surfing and other water summer sports.

Childrens Entertainment Area: Then still further down the line you'll come across a most popular childrens entertainment stage where local childrens talent will be featured and kids games will be on display.

Other areas in the park will feature parks and recreation activities that will allow arts and crafts for youngsters, fishing along the bank, crawdad catching and rock skipping for prizes. There will be something for everyone at the one and only Arts & Rec at the Lake festival.

Design:

The design of the festival will carry a 'quality', upbeat, good health, good time theme in every aspect; from the booths used to feature the food items, the staging used for the live entertainment, to the on-site promotional banners and materials for the corporate sponsors. Lodi Lake will be a swarm of activity from the various demonstrating artist displays, to the 5 non-stop musical stages, to the delicious food booths featuring the themed dishes of the event, to the arts and crafts vendors and informational booths, to the various recreational opportunities offered by the Lodi Parks and Recreation department.

Location:

The event will be held at Lodi Lake. This beautiful area will provide an excellent setting for the themed event we are planning

- Good admissions control
- Excellent parking
- Accessibility
- Aesthetics
- Space

Dates:

Saturday and Sunday Memorial Day Weekend 1994
A two day event

Times:

11am - 7pm (both days)

The Organizational Plan:

GAMUT Promotions and Advertising, Inc. will design, produce, and manage the complete Arts & REC at the Lake Festival including:

- √• Time-Line
- √• Potential Vendors listing
- √• Budget Plan
- √• Venue Descriptions
- √• Event design and layout
- √• Committee Chairpersons
- √• Volunteer Requirements
- √• Media Plan
- √• Promotional Ideas
- √• Entertainment Plan

Advertising Design & Placement:

This will be done by GAMUT Promotions & Advertising including:

- Ad campaign theme (look, feel, and sound).
- Artwork for campaign (Samples enclosed)
- Radio and Television spot production
- Print Ads - special tabloid section will be produced and circulated in Stockton Record to their more than 60,000 subscribers.
- Inclusion in many of the regions newspapers.
- Press Releases
- Media kits (preparation and delivery)
- Media placement
- Promotional campaign

\$100,000 value in advertising and promotions will be placed for this event.

The GAMUT Promotions and Advertising, Inc.:

GAMUT Promotions and Advertising has a long history of producing and managing very successful events. From first year events with 15,000 people in attendance to mature events with attendance of over 100,000 people. In addition to the Firm's work managing events, we also consult with other groups in search of better organization for their events, manage individual clients' participation as sponsors and/or exhibitors at other events, and provide full service advertising for a wide range of clients, including: television, radio, print production; graphic arts, public relations; marketing consulting; video production; packaging and Point of Purchase graphics. A project with GAMUT is certain to receive favorable results.

**Arts & Rec
at the Lake
Budget Analysis**

Expenses

Advertising The advertising budget will be established to promote the event basically in Northern California's Central Valley. Heavy campaign will begin 4 weeks prior to event. Included in this proposal is the media placement plan. \$10,000

Wine Glasses In order to capitalize on the wine emphasis with the event we will sell commemorate wine glasses. \$2,000

Tents & Set-up Large canopy tents will be used to further establish the festive atmosphere. They will be used to house the various venues as well as provide shade for the general public.

Entertainment A main attraction of the event will be the five great entertainment stages.

Signs All signs will be uniform and carry the Arts & Rec at the Lake logo theme. They will help carry the ambiance and set tone for event.

Insurance Coverage of \$1,000,000 liability per occurrence. \$2,500 premium. We may be able to get through city insurance.

Security This expenditure is a necessity to event and will be in this price range. \$5,000

Artwork & Printing For all of the event artwork for poster and print ads as well as documents and forms for the event. \$4,000

Management Fee Will be involved in every aspect of the festival implementation from design to volunteer and committee chair recruitment, pre-event set-up to post-event clean-up...a total hands-on involvement. The total fee for the GAMUT involvement in organizing and implementing the festival will be \$24,000.

Office Supplies Stationary and other mailing and administrative expenses. \$1,000

Miscellaneous This is a category for print, postage, mailing, press release expense, and various other expenses that crop up of a minor nature. \$5,000

Run This first annual Arts and Rec run will be funded through run entrants and will not be a drain on the budget.

Non-Profit Donation This is based on a formula to be determined by the steering committee. An hourly dividend will be determined at end of event.

Revenue Development

Admissions (suggested \$4.00 per adult, \$2.00 for children and seniors). Varies with attendance

Beverage Based on approximately 1/3 of the admissions gross dollars. This is a safe rule of thumb for net projection. Varies with attendance

Booths General These are fees from the various food and vendor booths that will be participating in the event. 40 booths at \$300 (average per booth) Conservative figures. \$12,000

Booths Arts and Crafts We should easily reach 40 booths at \$100 per booth. \$4,000

Electrical Expense We will need to provide electricity to stages and some of the food booths. This will be offset in part by vendor booth fees. \$2,500

License Fees This is estimated revenue from various non-profits that will sell official t-shirt, sweat shirt, mugs, etc. \$2,000

Sponsorships With the various venues earmarked, a projected minimum corporate sponsorship fundraising is set at \$30,000.

Wine Glass Sales Based on the sale of only 850 wine glasses. Very conservative figure. \$5,000

Description	Example A	Example B	Example C	Example D
Attendees	15,000	10,000	7,000	3,500
Booths - General	40	40	40	40
Booths - Arts and Crafts	40	40	40	40
Admissions Cost	\$4.00	\$4.00	\$4.00	\$4.00
General Booth Cost	\$300.00	\$300.00	\$300.00	\$300.00
A/C Booth Cost	\$100.00	\$100.00	\$100.00	\$100.00
REVENUES				
Admissions Sales	\$60,000.00	\$40,000.00	\$28,000.00	\$14,000.00
Beverage Sales - Net	\$23,294.12	\$15,529.41	\$10,870.59	\$5,435.29
Booth General	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00
Booth A/C	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00
Electrical	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
License Fees	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
Sponsors	\$40,000.00	\$30,000.00	\$30,000.00	\$30,000.00
Wine Glass Sales	\$5,000.00	\$5,000.00	\$5,000.00	\$2,500.00
Total Revenues	\$148,794.12	\$111,029.41	\$94,370.59	\$72,435.29
EXPENSES				
Advertising	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
Wine Glasses	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
Tents/Port/Stage/Sound	\$15,100.00	\$15,100.00	\$15,100.00	\$15,100.00
Entertainment	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
Miscellaneous Rental	\$0.00	\$0.00	\$0.00	\$0.00
Signs	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Insurance	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
Security	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
Artwork and Printing	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00
Management Fee	\$24,000.00	\$24,000.00	\$24,000.00	\$24,000.00
Office Supplies	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Miscellaneous	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
Total Expenses	\$79,600.00	\$79,600.00	\$79,600.00	\$79,600.00
Gross Profit (Loss)	\$69,194.12	\$31,429.41	\$14,770.59	(\$7,164.71)
Charity Disbursement	\$23,064.70	\$10,000.00	\$7,385.29	\$0.00
Balance	\$46,129.42	\$21,429.41	\$7,385.30	(\$7,164.71)
NET NET PROFIT	\$46,129.42	\$21,429.41	\$7,385.30	(\$7,164.71)

Lodi Arts and Rec at the Lake

DATE BEGIN	DATE END	ACTIVITY
8/15/93	9/15/93	Logo Design
8/16/93	8/20/93	Proposal Draft
8/16/93	9/6/93	Format of the event
9/1/93	9/15/93	Proposals to prospective Title Sponsors
9/1/93	9/15/93	Sign Title Sponsor
9/1/93	9/15/93	Committee Chairs selected
9/1/93	9/15/93	Agreement to go ahead
9/15/93	9/15/93	Committee Chair Meeting
9/15/93	9/17/93	Sponsorship packets
9/15/93	9/30/93	Presentations to prospective Title Sponsors
9/15/93	10/1/93	Vendor packets
9/15/93	10/1/93	Tabloid on board
9/15/93	10/15/93	Park Logistics
9/15/93	10/15/93	Volunteer job descriptions & assignments
9/15/93	11/1/93	Site layout
9/15/93	12/1/93	Contact Wineries and other boverage co.
9/15/93	12/15/93	Poster Design
9/15/93	12/31/93	Wineries
9/15/93	12/31/93	Other Beverages - Beer, Soda, etc.
9/15/93	2/28/94	Sponsorship sales
9/20/93	9/22/93	Press Release #1 Out
9/20/93	9/24/93	PG&E Kitchen confirmation
9/27/93	9/30/93	Restaurant Proposal Letter
10/1/93	10/5/93	Vendor packets mailed out - Start
10/1/93	10/8/93	Confirm California Waste for garbage
10/1/93	10/8/93	Identify the vendors and materials required
10/1/93	10/15/93	Design Arts and Crafts Brochure
10/1/93	10/29/93	Contact the City and Lodi Police Department
10/1/93	11/1/93	Beverage Mugs
10/1/93	11/1/93	Radio, TV and Print committments
10/1/93	12/31/93	Entertainment
10/1/93	2/15/94	Vendors and restaurants on board

T Line by Start Date

Lodi Arts and Rec at the Lake

10/4/93	10/6/93	Radio and TV Spots out
10/11/93	12/13/93	Design kids activities
10/11/93	12/13/93	Water activities
10/13/93	10/13/93	Committee meeting
10/15/93	10/29/93	Bids for Port-O-Lets, Fence, Sound, Stage
10/15/93	10/29/93	Bids out for Security, Tents,
11/1/93	11/5/93	Set up begins
11/1/93	12/31/93	Sponsor for poster
11/5/93	11/5/93	Media and VIP Reception at the site
11/10/93	11/10/93	Committee Meeting
11/22/93	11/24/93	Press Release #2
12/1/93	12/1/93	All media confirmed and on line
12/8/93	12/8/93	Committee meeting
1/3/94	1/7/94	Bids out to printers for poster
1/3/94	1/28/94	Billboard and busboard art
1/10/94	1/10/94	Vendor booth application deadline
1/12/94	1/12/94	Committee meeting
1/15/94	1/15/94	All Media on board
2/1/94	2/25/94	Radio Spot - write and produce
2/1/94	2/25/94	TV Spot - write and produce
2/1/94	2/28/94	Design ads
2/9/94	2/9/94	Committee meeting
2/21/94	2/23/94	Press Release #3
2/28/94	3/4/94	Poster to the Printer
3/1/94	3/1/94	Entertainment signed
3/1/94	3/25/94	Design Tickets/To printer/Back
3/9/94	3/9/94	Committee meeting
3/14/94	3/14/94	Poster back from printer
3/14/94	3/17/94	Distribute poster
3/15/94	3/15/94	Order Tickets
3/15/94	3/31/94	Prep and filing of permits, rd closures, etc
4/1/94	4/30/94	File all permits
4/4/94	4/29/94	Design Thank You ad

Ti Line by Start Date

Lodi Arts and Rec at the Lake

4/13/94	4/13/94	Committee meeting
4/25/94	4/29/94	ABC License
4/25/94	4/29/94	Media Day at the Lake - design activity
5/2/94	5/6/94	Billboards and busboards up
5/2/94	5/6/94	Booth assignments complete
5/2/94	5/6/94	Media Day at the Lake invites out
5/2/94	5/6/94	Vendor & volunteer mtg packets assembled
5/2/94	5/13/94	Teaser ads
5/9/94	5/9/94	Vendor and Volunteer Meetings
5/11/94	5/11/94	Committee meeting
5/14/94	5/30/94	Print ads run
5/14/94	5/30/94	Radio and TV spots run
5/25/94	5/25/94	Committee meeting
5/28/94	5/28/94	Thank you ad
5/28/94	5/29/94	LODI ARTS & REC AT THE LAKE
6/6/94	6/10/94	Thank you letters

Tip Line by Start Date

Lodi Arts and Rec. At The Lake
May 28 & 29, 1994
Media Promotion

<u>Media</u>	<u>Company Name</u>	<u>\$ Placed</u>	<u>Value</u>	<u>Sponsorship Area</u>
<u>BILLBOARDS</u>				
billboards	Sherwood Corners	\$0.00	\$600.00	
billboards	3M National	\$1000.00	\$2,000	
	TOTAL	\$1,000	\$2,600	
<u>POSTER</u>				
poster	Lodi Printing Co.	\$0.00	\$3,000	
	TOTAL	\$0	\$3,000	
<u>PRINT</u>				
print	Stockton Record	\$2000.00	\$2,000	
print	Lodi News Sentinel	\$2000.00	\$4,000	
print	Modesto Bee	\$500.00	\$500	
print	Manteca Bulletin	\$500.00	\$500	
	TOTAL	\$5,000	\$7,000	
<u>RADIO</u>				
radio	KWG/KEXX	\$1000.00	\$5,000	
radio	KFMR	\$500.00	\$2,500	
radio	KHOP	\$500.00	\$2,500	
radio	KCVR/KWIN	\$1000.00	\$5,000	
radio	KATM	\$500.00	\$2,500	
	TOTAL	\$3,500	\$17,500	
<u>TELEVISION</u>				
t.v.	KOVR	\$0.00	\$10,000	
t.v.	KNBR	\$0.00	\$10,000	
t.v.	Continental Cable	\$0.00	\$10,000	
t.v.	KCRA	\$0.00	\$10,000	
t.v.	KXTV	\$0.00	\$10,000	
t.v.	King Video	\$0.00	\$10,000	
	TOTAL	-0-	\$60,000	

TOTAL \$\$ BUDGETED: \$10,000
TOTAL \$\$ PLACED: \$ 9,500
REMAINING \$\$: \$ 500
TOTAL MEDIA VALUED AT: \$90,100.00

Lodi 4th of July - Stars and Stripes e Lake

Description	Example A	Example B
Attendees	7,500	5,000
Booths - General	40	40
Booths - Arts and Crafts	20	20
Admissions Cost	\$4.00	\$4.00
General Booth Cost	\$350.00	\$350.00
A/C Booth Cost	\$100.00	\$100.00
REVENUES		
Admissions Sales	\$30,000.00	\$20,000.00
Beverage Sales - Gross	\$9,000.00	\$6,000.00
Booth General	\$14,000.00	\$14,000.00
Booth A/C	\$2,000.00	\$2,000.00
Electrical	\$1,125.00	\$1,125.00
Licensing Fees	\$1,000.00	\$1,000.00
Sponsors	\$25,000.00	\$25,000.00
Festival Merchandise Sales	\$5,118.00	\$3,412.00
City Contribution	\$8,000.00	\$8,000.00
Total Revenues	\$95,243.00	\$80,537.00
EXPENSES		
Beverage Expense	\$3,000.00	\$1,750.00
Advertising	\$6,000.00	\$6,000.00
Festival Merchandise Expense	\$2,559.00	\$1,706.00
Tents/Stage/Sound/Elect	\$12,000.00	\$12,000.00
Entertainment/Fireworks	\$20,000.00	\$20,000.00
Fencing	\$5,000.00	\$5,000.00
Signs	\$1,000.00	\$1,000.00
Insurance	\$2,000.00	\$2,000.00
Security	\$5,000.00	\$5,000.00
Artwork and Printing	\$2,000.00	\$2,000.00
Management Fee	\$15,000.00	\$15,000.00
Office Supplies	\$1,000.00	\$1,000.00
Miscellaneous Expenses	\$2,000.00	\$2,000.00
Port-a-Lets/Garbage	\$2,500.00	\$2,500.00
Permits	\$1,000.00	\$1,000.00
Total Expenses	\$80,059.00	\$77,956.00
GROSS PROFIT<LOSS>	\$15,184.00	\$2,581.00
15% Bonus to GAMUT	\$2,277.60	\$387.00
NET PROFIT	\$12,906.40	\$2,194.00

Lodi 4th of July - Stars and Stripes at Lake

Volunteer Dividend**	\$6,453.20	\$2,194.00
Net to City of Lodi	\$6,453.20	\$0.00

**The dollar amount of the volunteer dividend is at the discretion of the Steering Committee.

